

**FRANCES ALDA,**  
Metropolitan Opera Star

"I prefer the Lucky Strike Cigarette to all others because of their unusual flavor. My pleasure is not marred by anxiety for my voice."



**KING VIDOR,**  
Motion Picture Director

"While directing 'The Big Parade' I smoked 'Lucky Strikes.' It is wonderful to find a cigarette that insures you against throat irritation — a condition from which film directors are bound to suffer."



**"ROXY",**  
of Broadcasting Fame

"There is nothing quite like a 'Lucky Strike' cigarette. It does not impair the voice, and gives the mental relaxation so essential to carry on."



**WILLIE HOPPE,**  
Champion Billiard Player

"The slightest cough or throat irritation might be fatal during a close match. On this account I prefer Luckies as a steady diet."

*They all agree!*

Lucky Strikes give the greatest pleasure . . . mild and mellow . . . made of the choicest tobaccos . . . cream of the crop . . . properly aged . . . blended with great skill . . . an extra process . . . "IT'S TOASTED" . . . No harshness . . . not a bit of bite.



**PAUL G. WANER,**  
Pittsburgh Pirates

"I am very fond of the excellent flavor and they keep my throat clear and do not affect my wind in the least."



*Cream  
of the Crop*



**VINCENT RICHARDS,**  
Famous Tennis Star

"I smoke only Luckies—they are mild and mellow, and cannot possibly irritate your throat and my wind is always in splendid shape."

**"It's toasted"**

No Throat Irritation—No Cough.